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**Questions/Responses #1
Request for Proposals (RFP)
Advertising, Marketing and Public Relations Services for TAM Programs
PROJECT NUMBER F10R5200095
December 10, 2004**

Ladies/Gentlemen:

This List of Questions and Responses #1 is being issued to clarify certain information contained in the above named RFP. The statements and interpretations of contract requirements which are contained in the following answers to questions of potential bidders are not binding on the State, unless the State expressly amends the RFP. Nothing in the State's responses to these questions is to be construed as agreement to or acceptance by the State of any statement or interpretation on the part of the vendor asking the question as to what the contract does or does not require.

1. Question: On Page 12, #2.4.9 of the RFP requires the contractor to provide research, yet no provision is made in Attachment E for a Research Director or Research Assistant or Call Center Manager. Likewise, the RFP implies that web services will be required, but there is no labor category for a Director of Interactive Services or Sr. Webmaster or Interactive Services Account Manager. How are costs for these services to be billed?

Answer: Offerors are to propose only those labor categories listed on Attachment E. Offerors will have to determine which labor category on Attachment E would perform research services. There is no requirement in the RFP for a Call Center Manager and web services have been eliminated from the RFP (See Addendum 2).

2. Question: Is there an MBE goal for this solicitation?

Answer: No, there is no MBE goal.

3. Question: Is this a new initiative or is there currently an incumbent?

Answer: Any current or previous services have been obtained through small procurements. There is no specific incumbent.

4. Question: What is the annual budget for this initiative?

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Answer: The annual budget is \$120,000 per year.

5. Question: Will the services performed under the resulting contract be by a task order assignment? If so, how many tasks orders do you anticipate issuing the first year?

Answer: No, services will not be performed as task order assignments. DBM anticipates about 25 assignments the first year. Some assignments will be easier or be less time demanding than others, including placement of print ads in appropriate publications, ad resizing and reformatting.

6. Question: Is there a bid bond required for this procurement?

Answer: No, there is no bond requirement.

7. Question: Who or how many individuals will be evaluating the proposals?

Answer: Information on the evaluation committee may not be disclosed.

8. Question: Is the senior population the primary target audience for TAM marketing efforts, or is it one of several target audiences and is being used as an example in the RFP?

Answer: The senior population is one of several target audiences for TAM marketing efforts, but it is also one that DBM must constantly be in front of. It is just being used as an example in the RFP.

9. Question: Section 3.4.8 of the RFP outlines the items to include in a strategic marketing plan, using a budget of \$75,000. Does that \$75,000 budget cover only the cost of development and writing of the proposal and project management, or is it intended to also cover the costs of printing, media buys, production, postage, etc.?

Answer: The \$75,000 is to cover printing costs, media buys, production, postage as well as development and writing.

10. Question: Section 3.4.6.1E of the RFP requests a list of active Public Relations clients by gross annual sales. If one or more of our PR clients are non-profit/not-for-profit or cause-related, how should we indicate their "sales"?

Answer: This has been revised to say agency billings (See Addendum 2).

11. Question: Section 3.4.9 of the RFP, Economic Benefit Factors, should Offerors determine these economic benefit factors on an **annual** basis, or over the term of the contract including options?

Answer: This section of the RFP has been deleted (See Addendum 2).

12. Question: Section 3.4.9 of the RFP, Economic Benefit Factors, estimated number of jobs for Maryland residents resulting from this Contract, does this section refer to **new, full-time, permanent** positions only, jobs offered through the primary contractor only or by a subcontractor?

Answer: This section of the RFP has been deleted (See Addendum 2).

13. Question: Section 3.4.9 of the RFP, Economic Benefit Factors, must a subcontractor also fit the definition of a Maryland Small Business as defined by this RFP?

Answer: This section of the RFP has been deleted (See Addendum 2).

14. Question: Are there specific geographic areas of the State in which the Contractor will be required to concentrate marketing efforts?

Answer: DBM determines this on an annual basis. DBM must reach out all over the State, but often targets specific areas depending on budgetary constraints or areas DBM feels receives the least amount of information, i.e.; the Eastern Shore, Southern and Western Maryland.

15. Question: On Attachment E, there is a column for an “Offeror Price” and an “Evaluated Price.” Can the State define the difference between these two different price structures?

Answer: The “Evaluated Price” is the price Offerors will be evaluated on, the “Offeror Price” is the price the State will actually pay for each labor category.

16. Question: Who presently receives the Maryland Relay Newsletter?

Answer: DBM has a mailing list of approximately 7,000 Marylanders, including businesses, schools, hospitals, and individuals who are hearing, deaf, hard of hearing, interpreting students, general population with interest in Relay.

17. Question: What is the approximate number of current users of the MD Relay?

Answer: DBM processes approximately 68,000 calls per month, unique users may be about 3,500.

18. Question: Does the MD Relay have current business partners and who are they?

Answer: Offerors can view a list of our business partners on www.mdrelay.org.

19. Question: Can Offerors obtain copies of recent display ads created to support TAM?

Answer: Yes, please contact Nancy Seidman on 410-767-6962.

20. Question: Does DBM have a fulfillment center for requested materials?

Answer: Requests for materials are filled by the TAM Office directly, there is no fulfillment center.

21. Question: Is the contract primarily intended to support a traditional media advertising campaign?

Answer: The contract is to plan, develop and implement a traditional advertising campaign, using media, mailings, and collateral.

22. Question: Section 3.4.6.2 of the RFP requires a video sample, can it be submitted as a DVD Disk or must it be a VHS tape and is a single copy of the video sample sufficient?

Answer: The video sample should be a VHS tape, only one copy is required.

23. Question: Is the simulated marketing and strategy plan required in the RFP to include labor costs?

Answer: Yes, however Offerors should only include the number of hours proposed for each labor category and not pricing information in their Technical Proposal.

24. Question: Is there a specific group within the senior market targeted in the simulated marketing and strategy plan required in the RFP?

Answer: No, it is the entire senior market in the State.

25. Question: The RFP request the Offeror to propose a 6 month Marketing Plan that is budgeted for \$75K and targeted to seniors. Would DBM be interested in additions to that plan that would be feasible if the budget cap was to be raised for this or future campaigns or is the \$75,000 cap as an absolute limit and not propose marketing ideas that would be of value during the course of the contract but which would possibly require larger budgets?

Answer: Offerors should consider \$75,000 as an absolute limit for the purpose of this proposal. Additional ideas which are valuable and that could be implemented in during the course of the contract as support of this initial campaign can be included but will not be considered as part of the evaluation of proposals.